ART Healthcare
PATIENT SAFETY THROUGH TECHNOLOGY

About ART Healthcare: Established in 2008, ART Healthcare developed **smART™**, a revolutionary Nasogastric feeding tube and console, for prevention aspiration pneumonia in tube fed patients and **smARTrack™** positioning system for real time positioning and continuous monitoring of feeding tube location without X-Ray.

- **CE Mark** received for both **smART** and **smARTrack**
- **FDA submitted** for smARTrack - 510(k) expected in Q3 2015
- **multiple patent** pending applications worldwide
- Starting **pilot** in a major hospital
- Received both government and international grants.

The Clinical Need: Aspiration pneumonia is a common life-threatening complication in tube fed patients mainly in ICU resulting from aspiration of gastric content. Aspiration pneumonia occurs in 30% of tube-fed patients, and has a 12% mortality rate – 30K deaths annually in the US alone. Currently, there are no devices designed to prevent aspiration in tube-fed patients.

The Economic Need: Hospitals are not reimbursed for the added costs of treating aspiration pneumonia as this is an in-hospital complication. The economic burden for treating aspiration pneumonia for a single patient is estimated at $40K, resulting from longer hospitals stays, more ICU days, and longer durations of mechanical ventilation. Annually, US hospitals spend over $6.5B in direct treatment costs which are non-reimbursed + opportunity cost for inactive beds. Therefore, ART Healthcare's value proposition of cost-effective anti-aspiration solution can have immediate impact on hospital financials – by both saving costs and freeing up ICU beds and staff currently employed to monitor tube-fed patients.

The Market Potential: The global enteral feeding devices and food market is approximately $15B. Within the existing market, feeding tubes and feeding machines are estimated at +$3B and growing at a 10% CAGR. The North America and Europe share of the total market is approximately 67%.

The Solution: The **smART™** and **smARTrack** systems includes a smart disposable tube and console, allowing active intervention in case of reflux/aspiration for the prevention of aspiration pneumonia and first time tube placement verification, continuous real-time placement verification. ART future products expanding our technology capabilities and aim to new related markets!

ART Team

Liron Elia, Founder & CEO

Mr. Elia is the inventor and entrepreneur behind ART, leading the company from inception through all R&D and business challenges. He is a former VP R&D of Solan Technologies, where he invented a generic real time guidance and analysis application.

Dr. Gavriel Iddan, CTO

Prior to his role in ART, Dr. Iddan invented the Video Capsule technology that created Given Imaging (GIVN), (now Covidien). He has over 30 years of experience in R&D at Rafael, IBM, Kodak and Elscint. A recognized industry authority, Dr. Iddan is also the co-invented and founded 3DV Ltd., (Microsoft) Medingo (Roche) and Sync-Rx (Volcano).

Prof. Eitan Scapa, CMO

Prof. Scapa served as the Head of Gastroenterology, Hepatology & Nutrition Department at Assaf Ha'Rofeh, Medical Center. He conceived the idea of Given Imaging's Video Capsule and accompanied all stages of its development. He was the President of the Israel Association of Gastroenterology and Hepatology 2004-2008.

Prof. Dror Harats, advisory

Prof. Harats founder and CEO of Vascular Biogenics (VBLT), a drug development company fighting psoriasis and other serious chronic immune-inflammatory diseases. He is the Director of the Lipid Center at Tel HaShomer and Chairman of its Institute Review Board. Prof. Harats is also a Professor of Medicine in the Departments of Internal Medicine and Biochemistry at the Faculty of Medicine of Tel Aviv University.

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